



January  
2012

**Broadband Adoption and Utilization  
Data Collection Plan  
(Kentucky)**

Prepared for: *Office of Broadband Outreach and Development*

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## 1. General Approach

This document outlines the plan to collect benchmark data related to the utilization of the Internet by households and organizations in the Commonwealth of Kentucky.

The data collection effort is built around two parallel online surveys: one for households and the other for organizations, both commercial and non-commercial. These two online surveys will collect data directly from end users on:

- How they use the Internet: which applications and processes (referred to as e-solutions)
- Their profiles:
  - Households: age, income, location, education.
  - Organizations: industry sector, size, location.
- Their type of connectivity: technology (DSL, cable, etc), speed, provider, reliability and satisfaction.
- The barriers they face in adopting e-solutions
- Their preferred means of acquiring new skills related to use of the Internet

In addition, a separate effort will be undertaken to collect data primarily on individuals and households that have not adopted the Internet. Data on non-adoption will be collected through two avenues:

- Retrieving existing data from the Pew Research Center, US Census Bureau and the FCC;
- An on-going paper survey based out of selected locations across Kentucky.

The following sections provide greater detail on both the content of the surveys and the process for distributing and promoting participation in them.

## 2. Online Surveys

### a) Overview

E-mail invitations will be sent directly to 80,000 households and 19,000 organizations in Kentucky. Strategic Networks Group has purchased two contact lists from a national list provider. These contact lists includes names and e-mail addresses for the 80,000 households and 19,000 organizations. The contact lists also include some additional information for each contact, including location. For organizations, the profile includes size of organization and NAICS code (industry sector).

In addition, a concerted effort is being undertaken by the Office of Broadband Outreach and Development (OBOD) and the Kentucky Council of Area Development Districts (KCADD) to encourage participation through a combination of outreach to stakeholders and through the general media. These efforts will encourage people and organizations to respond to an invitation, if they receive one. If they do not receive an invitation, they will be encouraged to go to the OBOD web site, where there will be a direct link to both the household and organizational surveys.

## **b) Time Lines**

The survey will be deployed on February 8<sup>th</sup>, 2012. The survey will remain open until March 7<sup>th</sup>, though this closing date may be extended if there is reason to believe that additional responses can be solicited through further outreach efforts.

Reminders will be sent out to those on the contact list on at least two occasions. In past surveys undertaken by SNG, these reminders have a significant impact on response rates, though their effectiveness is reduced over time. The actual dates for sending reminders will be based on the pattern of responses. In addition, response patterns will be examined during the time that the survey is open, in order to identify geographic areas or sectors with low response levels. This will allow for targeted outreach to be undertaken while the survey is still open.

## **c) Outreach Participants**

Outreach efforts have had two distinct points of focus: the general public and specific constituencies.

First, efforts are being made to reach out to the general public, primarily through a press release from the Governor's Office, as well as coordination with the Kentucky Press Council to ensure the widest possible distribution of the press release. In addition, the OBOD has enhanced its website to attract people and encourage them to participate in the survey.

Secondly, direct approaches are being made to stakeholders in a number of priority sectors. Most of these sectors are associated with special modules within the survey and include community anchor institutions (local government, educational institutions, health providers and economic development agencies). Stakeholders in these areas have been approached to encourage participation in the survey by their members or constituents. Response to this outreach to stakeholders has been positive.

## **d) Survey Content**

### **i. Core Questions:**

Both the household and organizational surveys include a core set of questions used by Strategic Networks Group to benchmark Internet utilization across a number of different states and jurisdictions. While most of benchmark analysis will be done within Kentucky, these "core questions" build on SNG's experience in other jurisdictions, while allowing for future comparison of Kentucky utilization patterns to a broader population. The core questions for use in Kentucky have been updated

to reflect a growing interest in the use of mobile access to the Internet, as well increased use of cloud based solutions.

**ii. Modules:**

In addition to the core questions, the organizational survey will include a set of modules targeted at specific groups of respondents. If respondents indicate that they belong to one of these groups, they will be asked additional questions specifically related to that group's use of the Internet. Modules included in the organizational survey include:

- Tele-Health
- Local Government
- Public safety (fire, police and 911)
- Colleges
- Labor force training organizations
- K – 12
- Local Economic Development Agencies and Chambers of Commerce
- Farm Operators

All of the above groups, except farm operators, will be asked questions that identify the extent to which they provide public access to and training on the Internet.

### 3. Non-Adopters

The issue of non-adoption of the Internet, primarily by households, is a concern. Kentucky has one of the lowest adoption rates in the country and non-adoption is believed to be concentrated in defined areas of the state. To provide evidence of the scale and dynamic of non-adoption in Kentucky, two data collection initiatives will be undertaken,

First, Strategic Networks Group and Baker Inc will review national data sources to identify any Internet adoption data specific to Kentucky, as well as overall patterns of non-adoption that could be applied to Kentucky. National data sources that will be explored include the Pew Research Center, the US Census Bureau, and the 2011 FCC 2010 Report on Internet Adoption. Results from this review will be included as an Appendix in SNG's Benchmarking Report.

Second, Michael Baker Jr., Inc, in collaboration with stakeholders, has developed and will circulate a paper survey that explores the characteristics and motivations of non-adopters in Kentucky. This paper survey effort will be on-going and not tied to the SNG online survey process. Distribution and collection of the paper surveys will be handled by the ADDs.

## 4. Outcomes

The data collected through the process outlined above will be made available in the following ways.

- **Kentucky Broadband Utilization Benchmark Report:** Strategic Networks Group will produce a report that highlights key findings from the two online surveys. This report will deal with findings in a descriptive manner, usually presented in the form of tables and bullet points. This document is primarily for internal use by the client and members of the project team.
- **Digital Economy Analytics Platform:** SNG will upload the data collected onto its online DEAP platform. OBOD will have access to data through a series of tables and charts that have been developed by SNG. OBOD has the ability to extend access to DEAP to a limited number of individuals or organizations.
- **Regional eStrategy Report:** This report provides regional analysis of the benchmark data that has been collected. It will be similar in structure and content to SNG's November 2011 Report on Regional Broadband Utilization Analysis in the Commonwealth of Kentucky. A new section will be added on the impacts of broadband (employment, business income and operational savings).

The benchmarking and data collection effort will feed into other efforts of OBOD, in particular the central and district planning efforts in the spring and fall of 2012.